

One Agency, One Vision

Conserving the Nature of America

The U.S. Fish & Wildlife Service's publication design standards visually identify the Service as a single organization. Consistent design elements help communicate our identity with the public that we serve.

Recognizing the wide variety of our wildlife conservation responsibilities, and that each refuge, each program, each hatchery is unique, the Service's publication design standards allow for flexibility. While common design elements ensure that all Service publications reflect a similar, family feel, each publication individually retains its own special flavor.

How We Arrived at Graphic Standards

Service designers and publications coordinators from across the country met in late 1996 in Minneapolis to discuss and develop a visual identity for the Service. They knew that the variety of Service publications communicated many different visual messages with no single, unifying theme. Together, they hammered out an agreement on basic design standards.

One of the world's most renowned designers, Massimo Vignelli,* consulted at that first meeting and continues to guide development of the Service's visual identity.

With the Directorate's approval, Service designers began producing publications in the new standards, debuting in 1997 with national wildlife refuge brochures. Service designers have continued to clarify and refine the basic design standards, which now grace a host of products like exhibits, CDs, videos, fact sheets, name badges, business cards and manual covers.

Design Decisions

The publication design process involves making decisions or judgments about ink color, paper weight and size, font type and size, binding, illustrations, and placement of visual elements. For the publications committee, each of those judgments is carefully considered before it becomes part of the standards.



For example, in order for the Service's message to compete among the abundance of visual communications that bombard us, the committee decided to use full-color photographic images, especially close-ups of animals, on the covers of major publications.

Publications that are revised frequently have simpler designs with just one or two colors of ink. More ink colors may be required to convey the complexity of a map or to differentiate among plant and animal species. Practicality and economics dictate that fact sheets—like this one—be designed in black and white so they can be easily photocopied.

Coordinating Projects

Communications projects involving photocopying, printing and publishing are carefully regulated by Congress, by the Government Printing Office, the Department of the Interior, and by the Service. In the regions and in the Washington office, professional design staff is responsible for overseeing these projects. Please be sure to plan and coordinate your projects big and small with these people:

Region 1: Matt Hastie 503/872 2701

Region 2: Art Needleman 505/248 6822

Region 3: Chuck Traxler 612/713 5313

Region 4: Ellen Marcus 404/679 7179

“An organization's image is extremely important. It is the sum of the impressions made on the public in a variety of ways.”

– Massimo Vignelli

Region 5: Kathy Whittemore 413/253 8355

Region 6: Melvie Uhland 303/236 4395

Region 7: Laura Whitehouse 907/786 3373

Washington Office: Mark Newcastle 703/358 2196

National Conservation Training Center: Troy Bunch 304/876 7656

**Massimo Vignelli, of Vignelli Associates, New York, designs identity programs, publications, exhibitions, furniture, interiors and consumer products. His work can be seen in museums including New York's Museum of Modern Art and the Metropolitan Museum of Art. Vignelli received the first Presidential Design Award for the National Park Service Publications Program.*

U.S. Fish & Wildlife Service
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